



White Lion Walk Shopping Centre becomes Environmental Hero

White Lion Walk Shopping Centre have been presented with their Green Heroes 2010 Wall Shield in recognition of their award winning environmental project – *Green initiatives need not cost the earth.*

The trophy was presented by star of stage and screen, Carole Royle, at the Tower of London on Monday (June 14).

The Shields are awarded annually in recognition of companies, councils and communities carrying out projects that enhance environment, that wish to share their experience and knowledge with the world.

The judges commented: “At the turn of the century, White Lion Walk Shopping Centre decided to take steps to turn their environmental performance on its head. Until then all their waste was sent to landfill, they operated with some very inefficient systems, and their carbon footprint was never considered. Over the years some significant ideas and programmes have been adopted, the building has been refitted, and their procedures completely rewritten. This now makes a huge financial and environmental savings as well as the kudos of being recognised as a green business.”

The award-winning project will be featured in the next Green Book, the worlds only work of reference on environmental best practice, and they also won a Green Apple Award presented in November during a special prize giving ceremony at the House of Commons.

The Green Apple Awards campaign is run by the Green Organisation, an independent, non-political organisation that recognises, rewards and promotes environmental best practice around the world. Their supporters include the Environment Agency, the Chartered Institution of Wastes Management, the Chartered Institute of Environmental Health and various other professional bodies.

National Organiser Roger Wolens commented: “Organisations that go the extra mile and become Green Heroes are demonstrating a serious commitment to the world around them. They invest in a better future for us all and deserve to be recognised for their efforts.